

Today's Digital Engagement is Tomorrow's Stronger ROI



Betting on tech investments is never a sure thing — unless you have the data to back it up.

With a seamless and successful customer engagement ecosystem, there's plenty of data to prove it's money well spent.

What may be a cost on your P&L statement today is actually the ROI of tomorrow, and you can't afford to skip over it.

In fact, companies that invest in digital customer engagement report a 70% increase in revenue, on average, and expect their investment to double by 2025.

“Digital transformation” isn't just a buzzword. Digital demands were growing pre-pandemic, and after the world plunged into lockdowns and social distancing, customers' digital expectations skyrocketed — and have stayed sky-high ever since. Retailers that aren't meeting those expectations are getting left behind by consumers who are ready and willing to spend money for the right experience.

By the Numbers



The number of US consumers who spent more in March 2022 than they did the previous two years



The amount of US consumers who tried a new store, brand, or different way of shopping during the pandemic



The approximate number of US consumers who changed brands or retailers — a trend that occurred in 2020, 2021, and continues into 2022

Look no further than **Bojangles, Chipotle, and First Watch** to see how leading the way in digital customer engagement – and doing so through a carefully-crafted ecosystem of best-in-class tools and systems – creates significantly more business success. Each of these organizations had proactive, evolving digital transformation strategies in place long before the pandemic. They have all grown their customer engagement ecosystems over the past several years, and as a result, are on the forefront of digital innovation and loyalty – leading to significant revenue growth.

Here's where each one stands today:

- Chipotle's engagement and loyalty have become the gold standard for QSRs, with viral campaigns on Roblox, Twitter, and even alongside K-Pop sensation BTS. As a result, **digital sales accounted for 37% of Chipotle's \$9.5 billion in 2023 revenue.**
- A high growth casual pizza restaurant chain had an ambitious business model, with 40 additional locations and a possible IPO planned. The ever-growing chain says its **technology is central to its growth.** That technology powers values-driven engagement, which leads to more sales and a surge in employees. In fact, each of their locations are fully-staffed despite the hiring woes that have plagued the industry.
- First Watch went public in 2021 while racking up \$601.2 million in revenue. **In 2023, revenue rose to \$891.6 million, doubling system-wide sales to more than \$1 billion since 2019.** Engagement and loyalty play a huge role in First Watch's success, as the breakfast, brunch, and lunch favorite saw same-restaurant sales growth of 38.9% relative to 2019.
- Bojangles, a well-known chicken 'n biscuits QSR, partnered with Sparkfly to redefine their customers' digital experience. As a result, they increased customer lifetime value, grew basket size, reduced latency, and **increased digital transactions by 65%.**

Read on for deeper insights into their engagement, performance, and ROI.

Sources: [VentureBeat](#), [McKinsey](#), [McKinsey](#)



The Goal:

Bojangles, a QSR known for their chicken 'n biscuits, aspired to build for the future, rather than building to catch up. To do that, they needed to learn more about their customer experiences and evaluate their digital strategy to redefine the way guests experience, engage, and buy.

Bojangles partnered with Sparkfly to:

- Build custom digital and engagement experiences to drive incremental and profitable transactions.
- They worked with tech partners like Sparkfly's integrated customer engagement ecosystem to increase order frequency and make ordering their famous chicken convenient with order ahead and curbside pickup.
- By doing so, Bojangles increased customer lifetime value, grew basket size, reduced latency, and created a seamless experience with every interaction across digital and in-restaurant.

The Results:

~65%

INCREMENTAL INCREASE IN
DIGITAL TRANSACTIONS

2.5X GROWTH

IN CHECK AMOUNT PER
DIGITAL USER COMPARED TO
IN-RESTAURANT DIGITAL
USERS WERE

15%

MORE FREQUENT THAN IN
RESTAURANT CONSUMERS



The Goal:

Years before Chipotle became a digital innovation leader, they needed a seamless way to centralize and manage cross-channel offer campaigns while simultaneously rewarding their most loyal customers.

Chipotle partnered with Sparkfly to:

- Analyze existing tech infrastructure and limitations
- Create foundational opportunities to grow and advance
- Identify and implement top tech to innovate and engage with consumers
- Maintain their core infrastructure and established process
- Evolve and scale their customer engagement strategy
- Expand personalized customer engagement programs without technical limitations
- Measure results in real-time

The Results:



ROI

\$3.5 BILLION
IN DIGITAL SALES

GROWTH

33+ MILLION
LOYALTY MEMBERS

ENGAGEMENT

111 MILLION
OFFERS REDEEMED



The Goal:

Five years before First Watch went public, the breakfast, brunch, and lunch favorite wanted to drive engagement through its e-club by personalizing offers across all channels – but didn't want to risk the fraud that can accompany traditional offer codes.

First Watch partnered with Sparkfly to:

- Provide single-use personalized offers that can be validated in real-time, which eliminates the threat of duplicating codes
- Expand personalization beyond demographic data and, instead, segment campaigns by interest, preference, and behavior
- Launch new, scalable omnichannel campaigns
- Create a preference data repository for each e-club member
- Build targeted trigger campaigns based on advanced preference data

The Results:



ROI
\$15+ MILLION IN TRACKED REVENUE

ENGAGEMENT
LAUNCHED 140+ OFFER CAMPAIGNS

GROWTH
825,000+ OFFER REDEMPTIONS



The Goal:

“Make it personal,” was a core value of a high-growth casual pizza restaurant chain, but their original customer engagement ecosystem didn’t allow for personalized campaigns. Not only did they want to change this, they wanted to propel these offers at scale.

Casual pizza chain partnered with Sparkfly to:

- Design dynamic single-use offer codes for personalization and closed loop attribution
- Distribute personalized offers through digital, print, and other channels
- Launch a digital wallet where customers can store offers from several channels as well as rewards
- Enable loyalty members to gather points via in-store transactions

The Results:

2019	REWARDS REVENUE Q4	REWARDS REVENUE	REWARDS REVENUE
	\$387,000	\$5.7 MILLION	\$9.9 MILLION
	LOYALTY MEMBERS	LOYALTY MEMBERS	LOYALTY MEMBERS
	32,000	277,000	575,000

ROI	ENGAGEMENT	GROWTH
\$1 MILLION IN INCREMENTAL SALES IN 12 MONTHS	LAUNCHED 160 OFFER CAMPAIGNS	100,000 OFFERS REDEEMED

